

Federico Feroldi

TECHNOLOGY · ENTREPRENEURSHIP · LEADERSHIP

📧 | ✉️ | 🌐 federicoferoldi.com | 🌐 cloudify

Summary

Highly-experienced **hands-on CTO** and board level **executive** with international exposure living and working in Italy, UK, USA and Germany. In-depth knowledge of **software development**, **scalable architectures** and **technology organizations**. Proven ability to conceive products from scratch and roll them out at a global scale. Strong **business and management background**, built successful companies, and has had the opportunity to work with quality teams and exceptional people.

Specialties

- **Hire and manage cross-functional teams** of talented developers, designers, product managers.
- Create a **pragmatic** and **data driven, results-oriented culture** (big fan of OKRs).
- **Motivate and mentor coworkers** to operate under pressure, reach ambitious goals and overcome challenges.
- Extremely focused on **strategy and priorities** to reach business and product goals with maximum efficiency.
- Experienced working on **challenging, fast paced** projects and environments.
- **Broad technology expertise** in many languages, frameworks and paradigms (e.g. Scala, TypeScript, Ruby - functional and reactive).
- Expert in scalable and reliable **cloud-native architectures** (AWS, GCP, Azure) with deep expertise in devops practices and tools.
- Strong business and technical **public speaking skills** (international tech conferences, VC pitches, sales pitches)

Personal Traits

- I'm very **pragmatic** and biased towards **action**.
- I like **minimalism** and simple/elegant solutions.
- I am very honest and have a **direct and open** communication style.

Work Experience

Digital Transformation Team, Italian Government

Rome/Milan, Italy

CTO @ IO.ITALIA.IT

Jan. 2017 - Present

- Managing the development cycle from concept toward MVP and public beta stages.
- Coordinating strategic decisions with internal and external stakeholders including institutional leaders, PMs and partners.
- Strategic role in shaping the product and software development organization and processes.
- Coordinating teams across internal and external organizations.
- Hiring and managing software developers in a three-tier organization (front-end, back-end and platform).
- Designing the full stack architecture, including the integration with the public digital ID (SPID) and the public payment platform (PagoPA).
- Defining the technology strategy and stack (TypeScript, Node, React Native and Azure).
- Deploying processes to maintain the highest software quality and consistency across teams (PRs, CI).

Measurenc Inc.

New York City, USA - Milan, Italy

CO-FOUNDER & CTO

Oct. 2013 - Present

- Envisioned and implemented the first MVP of our flagship product: an analytics platform for physical places based on IoT sensors.
- Designed and developed the initial version of the firmware for our IoT sensors, the sensor management platform, the data collection backend (Scala/Akka), the analytics data processing infrastructure (Spark and Cassandra) and the analytics dashboard (Ruby On Rails).
- Designed and deployed a multi-cloud, highly available, fully automated microservice architecture based on K8S on top of AWS and GCP.
- Scaled the software and product development teams and automated software lifecycle processes.
- Implemented company wide goal-oriented processes like holocracy and OKRs.
- Pitched at various international business and technology events, as well as to several investors, helping to raise the initial seed round.
- Developed early relationship with high profile customers like Banca Sella, Mondadori and Zurich.

Gilt Groupe, Inc.

New York City, USA

TECH LEAD, API PLATFORM

Jul. 2012 - Oct. 2013

- Lead engineer on public and private API platform for exposing internal services (inventory, order fulfilling, payment, etc...) to partners and developers.
- Revamped the Gilt Developer Program leading to a 100x growth in 6 months by advocating the program at several hacking events in NYC and by securing a partnership with the Codecademy learning platform.
- Mentor to junior colleagues, helping them learn new skills (e.g. Scala, distributed systems) and move to higher responsibility roles.
- Worked with CTO on an end-to-end white label e-commerce platform that could be licensed to 3rd parties.

Coderloop Inc. / Gild Inc.

Milan, Italy - San Francisco, USA

Co-FOUNDER & CEO

Jun. 2010 - Jun. 2012

- Conceptualized and lead the development of an innovative platform to automatically test the programming skills of candidates and employees with hands-on tasks.
- Pitched the product several potential customers, leading to pilots with Dropbox Inc., Gild Inc. and Airbnb Inc.
- Coderloop's IP and team was eventually acquired by Gild Inc., generating great media coverage in Italy (one of the few cases of an Italian tech startup acquired by a company in Silicon Valley).
- At Gild - lead the integration of Coderloop's technology into existing product.
- At Gild - bootstrapped and lead the development of a new product line and business model for professional recruiters based on Coderloop's initial vision.

Vodafone Group Services GmbH

Düsseldorf, Germany

PRINCIPAL SOFTWARE DEVELOPMENT MANAGER, INTEGRATION AND ARCHITECTURE

Oct. 2009 - May 2010

- Overseen the architecture evolution of the Vodafone 360 flagship product.
- Hired a highly skilled and fast growing team of software architects that worked together with development teams to keep a consistent architecture toward the future of Vodafone 360.
- Directly involved in the design and the development of a geographically distributed and highly resilient cloud data management platform that would eventually become the foundation of the Vodafone 360 infrastructure.
- Handled relationships with higher level management and international partners.

Cloudify D.I.

Milan, Italy - London, UK

SOLE PROPRIETORSHIP

Jan. 2009 - Dec. 2010

- Founded cloud consultancy firm to assist organizations in integrating cloud computing technologies into their IT and business strategies and in building and managing scalable, cloud-native infrastructure environments.
- Worked on a variety of clients including collaboration on the migration of Skebby's (SMS gateway) stack to a fully scalable and resilient architecture based on AWS, and the design of Cascaad/CircleMe (a revolutionary interest-centered social hub) architecture.

Mobango Ltd

Milan, Italy - London, UK

HEAD OF SOFTWARE DEVELOPMENT

Oct. 2007 - Dec. 2008

- Hired in-house team of software developers, designers and system administrators and eventually in-sourced the development of the flagship product from an outsourced Indian firm.
- Implemented processes for keeping an updated product backlog, tracking estimation and development times, regression and acceptance tests, issue tracking and resolution, automated application deployments.
- Designed, coordinated and contributed to the development of the software architecture to improve its scalability, modularity and resiliency.

Yahoo Inc.

Milan, Italy - London, UK -
Sunnyvale, USA

SENIOR ARCHITECT ENGINEER

Jul. 2001 - Sep. 2007

- Member of an international team, working on the improvement of the My Yahoo! product, a personalized portal used daily by millions of users.
- Designed and developed solutions based on the My Yahoo! personalized portal, like the official 2006 FIFA World Cup website, with a focus on internationalization and real time streaming of world cup matches.
- Revamped the Yahoo! Italy News portal to include real time news feeds and video streaming news.
- Received an award for leading the international development of a Canadian-French customer portal based on My Yahoo! by coordinating the engineering and product resources across several countries.

Freelance

Milan, Italy

SOFTWARE ANALYST AND DEVELOPER

Jan. 2000 - Jun. 2001

- At SEAT Pagine Gialle: designed and developed the architecture of the "Pagine Utili" portal.
- At Fastweb SpA: designed and developed a CDN for the company's web server farm; developed a mailing list management tool; designed and developed of a video advertising platform for the company's on-demand video streaming product.
- At Jumpy SpA: involved in the design and the deployment of Jumpy's web portal architecture and in the performance tuning of the Big Brother site, including optimization of live video streams to million of watchers.

Logicom Srl / BresciaOnLine Srl

Brescia, Italy

ENGINEERING TEAM LEADER

Mar. 1995 - Dec. 1999

- I was the first tech employee of this company, working on software development, system administration and hiring - eventually became one of the biggest Internet providers of northern Italy.
- Designed and developed static and dynamic (ASP, PHP, ColdFusion) websites and e-commerce solutions for many different clients.
- Maintained one of the most popular Quake World servers in Europe.

Education

Politecnico di Milano

Milan, Italy

B.S. IN COMPUTER SCIENCE AND ENGINEERING

2002 - 2008

- Thesis: Design and development of a software platform for crawling social network data.

Coursera

SEVERAL COURSES

- Bitcoin and Cryptocurrency Technologies
- Principles of Reactive Programming
- Functional Programming Principles in Scala

2012-Present

NLP Society

NEURAL LANGUAGE PROGRAMMING PRACTITIONER

Milan, Italy

Sep. 2010

Scrum Alliance

SCRUM MASTER

Milan, Italy

Apr. 2009

Advisory & Mentorship

Fleisure Inc.

ADVISOR

- Helped the CEO with business, product and technology strategy.

New York City, USA

2013-2017

Innovaction Lab

STARTUP MENTOR

- Mentor of several startups, helping them reach product market fit and pitch to investors.

Rome, Italy

2012-2013

CoderDojo

TEACHER

- Participated at CoderDojo events at GitHub HQ to teach kids the basics of programming.

San Francisco, USA

2012

CircleMe Ltd

BOARD OF ADVISORS

- Helped the CEO with product and technology strategy.

Milan, Italy

2011-2013

EarlyMorning Srl

DIGITAL STRATEGY ADVISOR

- Helped the board with technology and digital go-to-market strategy.

Milan, Italy

2011-2012

Dropis Inc.

BOARD OF DIRECTORS

- Early investor in the company.
- Helped the CEO with product and technology strategy.

Rome, Italy

2011-2012